



Heartwood: Southwest Virginia's Artisan Gallery One Heartwood Circle Abingdon

"Heartwood is your getaway to Southwest Virginia featuring juried craft, heritage music, and regional food and wine."

Green Statement: "From the beginning of this project we wanted to be sustainable and locally driven. We constructed the building with a low carbon footprint by using regionally sourced materials, and we kept going from there!"

CORE ACTIVITIES for Green Attractions

- ☒ **Recycling.** Virginia Green facilities must have highly-visible locations/containers that provide the opportunity for guests to recycle aluminum cans, plastic and glass bottles, or other disposable products purchased at the facility. Recycling of cardboard, plastic, paper, and composting of waste foods is highly encouraged as well. This facility pledges that they:
 - Offer the opportunity for guests to recycle: plastic bottles, aluminum cans, and paper
 - Also recycle: newspaper, office paper, toner cartridges, cardboard, fluorescent lamps, and electronic equipment

- ☒ **Minimize the use of disposable food service products.** The facility is required to minimize the use of disposable food service products and maximize the use of food service products that are recyclable or compostable in the food service area. When disposable food service items are used, the facility is encouraged to use products that are made from bio-based or renewable resources, and to provide for the collection / recycling / composting of food service items disposed of on the premises. This facility pledges that they:
 - Use disposable foodservice items that are made with recycled content
 - Use disposable foodservice items that are recyclable in your area
 - Cups, plates, napkins, and cutlery are used for takeout and special events only

- ☒ **Reduce solid waste.** The facility must be actively working to reduce its solid waste generation. This facility pledges that they:
 - Track overall solid waste costs

Kitchen

- Have an effective food inventory control system to minimize waste

Dining Room

- Use cloth napkins
- Provide condiments, cream, and sugar, etc. in bulk
- Use water pitchers to minimize the use of single-use bottles

Restrooms

- Use bulk soap dispensers in public restrooms
- Use high-efficiency hand-dryers
- Purchase recycled-content paper towels and toilet paper

Office

- Remove facility and staff names from junk mail lists when possible
- Reuse scrap paper for notes
- Reuse or donate shipping and packing supplies (peanuts, bubble wrap, etc.)
- Use refillable pens and toner cartridges
- Purchase recycled paper with a high-percentage recycled content
- Make double-sided photocopies and avoid making extra photocopies
- Use electronic correspondence and forms when possible

Buildings and Grounds

- Use green cleaning products that are dispensed in bulk
- Install carpet with sustainable or recycled content and low-VOC adhesives
- Use reused building materials or those from sustainable sources
- Use latex low or no-VOC paints
- Properly recycle and/or dispose of thinners and solvents (required by law)
- Use integrated pest management (IPM)
- Minimize use of pesticides and herbicides in landscaping

☒ **Use water efficiently.** The facility must have a plan in place and have taken steps toward reducing its water use. This facility pledges that they:

Activities indoors

- Track overall water usage and wastewater costs
- Perform preventative maintenance to stop drips and leaks
- Use water-flow metering to discover leaks and areas of high use
- Have installed: high efficiency dishwashers, low flow faucets and showerheads, low flow toilets, waterless urinals, automatic faucets or toilets in public restrooms

Activities outdoors

- Have an effective landscape management plan that includes utilizing native species and minimizing lawn areas
- Have an effective stormwater management plan that includes rain gardens, minimization of impervious areas (paving, concrete, etc.), and pervious pavement
- Have installed cisterns
- Use a nutrient management plan that minimizes the use of fertilizers

☒ **Conserve energy.** The facility must have a plan in place and have taken steps toward reducing its energy use. This facility pledges that they:

- Track overall energy bills
- Have has an energy audit to identify efficiency opportunities within the past 12 months
- Have established a numeric goal to reduce energy usage over time
- Calculate the environmental impacts of the facility's energy usage by using a pollution calculator
- Use ENERGY STAR's Benchmarking Tools for the Hospitality Industry

Heating and cooling

- Have installed ENERGY STAR-rated windows and doors
- Regularly perform preventative maintenance on HVAC system
- Have installed a high efficiency HVAC system
- Keep office doors and windows closed if HVAC system is on
- Have installed geothermal heating and cooling

Lighting

- Use natural lighting
- Use lighting sensors to turn on/off lights
- Use occupancy sensors to turn on/off lights

- Have adopted a policy/practice to turn off lights in unoccupied rooms
- Have installed high efficiency fluorescent ballasts and lamps (T-5 and T-8)
- Have installed LED Exit signs
- Have installed directional (downward-facing) lighting in parking areas and other outdoor areas

Appliances and electronic devices

- Use ENERGY STAR qualified appliances (commercial kitchens, heating and cooling, consumer electronics)
- Use ENERGY STAR qualified office equipment (computers, monitors, copiers, printers, etc.)
- Have adopted a policy/practice to turn off fans, computers, monitors and other devices in unoccupied rooms at the end of the workday or when otherwise not being used.

Building construction and renovation

- Achieved LEED certification at the Certified level during the facility's construction

☒ **Green Conferences & Events.** This facility pledges that they:

- Include the availability of "green meetings/conferences" in marketing packages
- We offer locally sourced refreshments served on reusable plate ware, an energy efficient meeting space, as well as printing with "earth Smart Settings."

☒ **Other sustainability actions.** This facility pledges that they:

- Heartwood exclusively sells arts and crafts, food, coffee, and wine from the nineteen counties and four cities of Southwest Virginia. Any items not sourced from the region are from Virginia or the U.S.

For more information on Heartwood, see www.heartwoodvirginia.org or contact Alexandra Veath at marketing@heartwoodvirginia.org or 276-492-2400.

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Attractions** have been thoughtfully planned and designed to minimize their impacts on the environment. This attraction has met the established "core activities" for **Green Attractions** and has committed to communicate its activities to its guests.

For more information on **Virginia Green** program, see www.viriniagreentravel.org or <http://staging.deq.virginia.gov/Programs/PollutionPrevention/VirginiaGreen.aspx>.



Virginia Green is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

